

Scott-Choate Publications

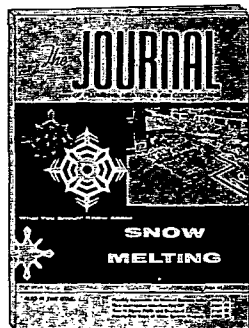
92 Martling Avenue, Tarrytown, New York



Subscription rates—\$4.00 per year U. S., Canada and Pan America. Foreign, \$6.00. Advertising rates on request.

HEATING & AIR CONDITIONING CONTRACTOR (formerly *Sheet Metal Worker*) is the leading magazine in the warm air heating, packaged air conditioning, ventilation, and sheet metal contracting industry. Its editorial scope includes not only residential heating and cooling work, but non-residential air conditioning and air distribution for comfort and process control.

HEATING & AIR CONDITIONING CONTRACTOR editorial content is directed primarily at the management and planning levels of the heating, air conditioning, and sheet metal contracting business. It covers not only the technical aspects of this field, but also marketing, merchandising, business management and legal problems. It is also the only publication in the field to devote regular monthly space to labor relations.



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THE JOURNAL OF PLUMBING, HEATING & AIR CONDITIONING is the recognized editorial leader in the plumbing and heating contracting industry. Through the use of intensive editorial research it has developed a unique formula for building effective readership. A key factor is consistent editorial balance among the various aspects of reader interest: technical, marketing, business management, overall industry issues.

In technical editorial, **THE JOURNAL** has consistently been a pioneer. Among the subjects on which it has published the most comprehensive information ever produced are the following: baseboard radiation; submersible deep well pumps; hydronic air conditioning for residences and small non-residential structures; water conditioning for domestic and industrial use; etc.

THE JOURNAL is also the only publication in its field with a regular monthly section devoted to the labor relations problems encountered by large mechanical contractors in their day to day operations.

Snips Magazine

5707 W. Lake St.

Chicago 44, Ill.

PUTS A REAL PUSH BEHIND SALES

A friendly, close-to-the-reader periodical published for those contractors who handle Warm Air Heating, Air Conditioning, Sheet Metal Work, and Ventilation.



The Snips Magazine is preferred as an advertising medium by many notable industrial advertisers year after year, and many prominent jobbers and wholesalers who know their market well. It's a unique periodical which helps you put a real push behind sales.

LIVE STORIES IN SNIPS

SNIPS is packed each month, from cover to cover, with hundreds of live news stories and exclusive pictures including practical applications of latest advancements of the Sheet Metal, Heating, Air Conditioning and Ventilation trade. No long contributed stories. It's all field gathered material, secured the hard way, rubbing shoulders with the readers. Such work gets for the periodical a reader interest seldom found in a trade publication. You'll find this feature the basis of the sensational inquiry pulling power and sales producing value of advertising space in SNIPS.

MOST ADVERTISERS SELECT SNIPS FOR PAST 6 YEARS

When your copy appears in SNIPS, it is in the periodical which has carried more advertising accounts than any other magazine in this field for the past six years. This is in exclusion of the hundreds of listing ads carried each month. This continued preference for our magazine, as an advertising medium, is something of which we are extremely proud. The accomplishment challenges us to do a continually better publicity job to maintain this continued preference for our periodical as an advertising medium.

SNIPS HOLDS THE LINE ON RATES

To "hold the line" on our present advertising rates we did everything possible to reduce our costs. As a result there has been no rate increase since April, 1957. We were extremely happy that we wouldn't have to increase the rates as most trade papers have had to do, due to the recent postage increase and increases in the cost of paper, printing, cuts, etc. In fact, as a result of the drive made to get around these increases we came up with lower costs than before.

EXTRA COVERAGE AT NO EXTRA COST

We were able to put some of these savings into extra coverage. The final result was that while we promised a thirteen thousand coverage we have been able to give advertisers an extra thousand copies per month and still keep the rates the same.

TOP INDUSTRY COVERAGE TO CONTINUE

Even without this above mentioned coverage increase, we continued during the year past, to provide for you, the top coverage of the magazines serving the sheet metal, warm air heating, cooling and allied industries. No effort has been made to increase coverage promiscuously. Instead, every reader added has been a known, responsible buyer of the kind of goods you sell.

ABOUT SNIPS' MAILING LIST

It's truly a select group that gets SNIPS. They are the outstanding firms and individuals in the trade whom the better supply houses are selling or trying to sell. They are the contracting and installing concerns whom the principal jobbers and distributors of the industry—people who really know their territories best—consider worthy of cultivation by mail, promotion and salesmen's calls.

MUCH TO MERIT USE OF SPACE IN THIS PERIODICAL

There is much to merit your selection of the SNIPS Magazine as one of your advertising mediums in the coming year. It will be our constant endeavor to continue to give you the best trade paper advertising value available anywhere at any price.

Special Issues

January Annual & Winter Market Number—March Anniversary & Spring Market Issue—September Fall Market Issue—December Holiday Greeting Issue—Further information gladly sent on request.